

Tags:	<ul style="list-style-type: none"> • Technical communication • Information strategy • Software QA • Prototypes
Fictional name:	Richardo Gomez – Content consumer
Job title/major responsibilities:	<p>Technical writer, jr. developer</p> <p>"I'm seeing a lot about DITA in the publications and conferences, and I'm afraid my current skills might be dating me. I just started a new job and need to learn their processes and practices."</p> <p>Richardo got into technical writing because he had excellent writing skills and an ability to learn technical topics. He taught himself the emerging tools of technical writing, desktop publishing and help authoring, the same way he learned about the products he documented: He read what there was to read and played with it until he got it. Eventually he learned HTML and can edit web pages and cascading style sheets, although he considers himself to be a traditional writer in the sense of producing PDFs and CHMs using the standard tools of the trade.</p> <p>Richardo is a little nervous as his company is talking about delivering XML-based documentation and using a structured writing standard. Their main motivation seems to be to re-engineer the translation process because they plan to increase the number of target languages. Richardo has been using FrameMaker and RoboHelp for a long time and feels he is losing his tool and technology edge. And although he is comfortable with HTML, this thing called XML seems a little vague and abstract to him.</p>
Demographics:	<ul style="list-style-type: none"> • 34 years old, single

	<ul style="list-style-type: none"> • BS in Technical Communication, University of Illinois at Chicago (UIC) • Proficient in FrameMaker, Robohelp, Photoshop, and Dreamweaver • Has worked for 3 different Chicago-area companies since graduating from UIC • Has accounts on FaceBook, Instagram and Flickr • Senior member of STC but not active in chapter or SIGs
Key Attributes	<ul style="list-style-type: none"> • Strong information design skills • Likes making complex things easy to understand • Takes a lot of satisfaction from being the office FrameMaker expert • Not afraid of learning new things
Tasks:	<ul style="list-style-type: none"> • Interviews SMEs • Works with software QA releases and prototypes to learn how they work • Designs an information strategy to support new product releases • Handles the more technical topics • Guides junior writers
Informational Needs/Goals:	<ul style="list-style-type: none"> • Needs to have access to tools and templates. • Needs to be able to "play with it" to understand it. Wants to know how to download it and try it • Needs some guidance from colleagues